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# USDA Inside USDA Information

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## A PEEK INSIDE "INSIDE"

Times are getting rough. "Inside..." now brings you dope about a new procurement policy that will affect the feds. But there's still a bright horizon...we also tell you about award winners, a special farm structures radio show, and innumerable other goodies in this issue.

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## ANOTHER WINNER

First the bright side...we've noted a couple of times the Philadelphia meeting of the National Association of Government Communicators.

Comes now another winner...the GPA Photography Division. It won first place in the slide-tape presentations with its set on "People on the Farm: Broiler Growers." (That's a sideline to the brochure by the same name.)

Dave Warren and Thedasia Thomas teamed up to produce the show.

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## POLICY ON VIDEOTAPES

Don't hold your breath, but "very shortly" a proposed Policy Letter No. 79-4 of the Office of Federal Procurement Policy, OMB, will appear in the Federal Register, according to Claude Gifford, GPA.

It will bring videotape production into the same general procedure we've been using for motion picture production since last March.

Giff says it will mean: (1) contracts for commercial videotape production will be negotiated with qualified producers who have been certified by a board which has reviewed the producers' output for quality; (2) There will be a list of qualified film producers and another of qualified videotape producers; (3) we'll get a limited list of those producers when we're ready and we can ask for more names if we wish; (4) after we decide who can meet our requirements, we can negotiate on price, and we don't have to select the low offer...only the "best qualified."

Giff notes that 7 appropriation bills have been passed with no reference to restricted motion picture funding--despite a proposal made several months ago to limit motion picture spending in government. He says it now appears that no reduction in government motion picture funding will be made in the current fiscal year.

\* \* \*

Reserve

ABOUT THEE AND THOU

Tooling around the building one morning last week was Art Gould, U. of Nevada, here in town to pick up his CINE award...and a welcome call from Jim Webster, GPA, then in Cairo, Egypt, passed on the word that he needed his malaria pills. (Jim has informed us that we can call him MR. Secretary once....)

Deborah Boykin, South Carolina State Dept. of Ag., writes that she's interested in conducting a survey on the readership and effectiveness of her weekly bulletin..."The Market Bulletin." It allows citizens to advertise surplus products at no cost and it also carries news items. Anyone with suggestions about content and procedures for surveying publications might write her at the Wade Hampton Office Bldg., P.O. Box 11280, Columbia 29211.

\* \* \*

THIS IS A HAREY TALE

The press release labeled Karl Harper as the contact, and it came to "Inside..." from the U. of Wyoming. Content revealed plans to implement "perhaps the most dynamic event in the history of the Wyoming State Fair: the rabbit showmanship competition."

According to rules"...discovered by a backpacker in the Grand Tetons..." exhibitors shall "...always lead the rabbit from the left side to avoid being stepped on...and all turns shall be to the right to avoid having the exhibitor run over by the animal."

There's more...including orders that exhibitors must wear cowboy boots for kicking biting rabbits and people who show rabbits are to be penalized for stepping on the animals, throwing rocks at other entries, and "...stealing its canteen." (Stealing its canteen???)

\* \* \*

12 MONTHS FOR  
GARDENERS

Bob Kern, on GPA assignment, proudly showed us a copy of Iowa State's 1980 Garden Calendar the other day. It was prepared by horticulturists at ISU with help from Anita Albert and Peter Krumhardt.

Cost for the calendar is one buck. Each month is illustrated with a full-color photo. Lists of gardening activities grace each month--sometimes almost each day. At the end, authors listed horticulture publications and all county extension offices.

\* \* \*

TO RELIVE THAT  
MEETING

If you're interested in buying video or audio tapes of the various presentations at the Science Information Conference held at Ames, Iowa, last month, you can get them from the Schman Media Center, Iowa State Center, Ames 50011.

Cost of the tapes vary from \$5 to \$7.50 for audio only...from \$25 to \$55 for videotapes. Better write to Iowa State for a list of the 10 topics.

\* \* \*

30-MINUTES...NOT 60

GPA's radio service has prepared a half-hour special taped program about the upcoming public meetings on agricultural structure.

It's been a long time since anyone from here has offered such a long program, so we're interested in use of it.

Regional inf offices are keeping tabs on who receives and who uses the tapes...if any of the rest of you hear them and want a comment, write Jim Johnson, GPA.

\* \* \*

I DIDN'T BUY  
BECAUSE...

If you want to read up on "consumer attitudes toward food labeling and other shopping aids," write the Inf Div. of the Economics, Statistics and Cooperatives Service for the 34-page report by that name.

You can also mention publication "AER-439"...in fact, that might help.

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WHO LEARNS THAT,  
WHEN, AND HOW?

Stan Prochaska, GPA, asks an interesting question: "Does that format really deliver the information to the audience?" He's referring to plans in Animal and Plant Health Inspection Service (APHIS) to revamp its publications program in pest control.

There was a study about that once around here...and we think there have been others at various places in the country. One finding "Inside..." recalls had to do with a preference for short, 4-page leaflets over longer bulletins of 16 pages and up...on single topics.

But Stan goes deeper than that. What information do people get from a question-and-answer fact sheet, a narrative fact sheet, a well-designed 1-color leaflet or a 4-color leaflet? Ideas...or recollections of studies that get into those matters, anyone?

Write Stan, not "Inside..." if you remember.

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ATTENTION DESIGNERS!

"Photography for Graphic Designers," by Norman Sanders is a new book published by the Design Arts Program of the National Endowment for the Arts. Sanders analyzes the characteristics of good photography and explains how to judge the reproductive qualities of photo prints. His is the third in a series. "Design Standards Manuals," by Bruce Blackburn, explains how to develop efficient, economical publications. In "Grids: Their Meaning and Use for Federal Designers," Massimo Vignelli demonstrates proper use of the grid in graphic design layout.

The Institute for Continuing Studies in Design, Management and Communications, 1112 Sixth St., N.W., Washington, D.C. 20001, is distributing all three publications "on request." We figure that means FREE!

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AMONG BROADCASTERS

Layne Beaty, GPA radio-television chief, reminds us of some more inf friends we should know about...officers for the National Association of Farm Broadcasters.



Earl Sargent, KWFT, Wichita Falls, Texas, is new president; Ray Wilkinson, WRAL & Tobacco Network, Raleigh, N.C., is president-elect; Roddy Peeples, Voice of SW Ag Network, San Angelo, Texas, is vice president. Reappointments include George Logan, WIBW-TV, Topeka, Kansas, secretary-treasurer; Bob Buice, Ark. Network, Little Rock, historian; George Atkins, CBC, Toronto, parliamentarian; and Ray Senate, National Sales Manager for WIBW, Topeka, was re-elected chairman of the associate membership. The group gave Forest Whan, KWFT, Wichita Falls, its Meritorious Service Award at the national meeting in Kansas City for his aid on surveys and studies and other help to NAFB.

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GRENADIE JOINS AUBURN Gary Steven Grenade is new assistant editor for research information at Auburn U. Steve has been director of public relations for the Alabama Poultry and Egg Association and has had additional experience as a writer with the Moulton Advertiser. He's a grad of Auburn and also attended the Citadel at Charleston, S.C.

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TENTATIVE TRAVEL Most members of the Secretary's top staff will be attending the public meetings on Structure of Agriculture next week. Other tentative travel plans for the next few weeks include:

Nov. 30--Asst. Sec. Smith, Ag Policy in Marketing Seminar, Athens, Ga.  
Nov. 30--Asst. Sec. Webster, N.D. Farmers Union, Bismarck, N.D.  
Dec. 3 --Asst. Sec. Foreman, Natl. State Program Directors (WIC), Albuquerque, N.M.  
Dec. 6 --Dir. Hjort, Farmland Industries/Far-Mar-Co., Inc., annual meeting, Kansas City, Mo.  
Dec. 11--Under Sec. Hathaway, Winter Forecasting meeting, Wharton Ag. Model, Chicago, Ill.  
Dec. 12--Under Sec. Hathaway, Twin Cities Agri-Business Seminar, St. Paul, Minn.  
Dec. 12--Dir. Hjort, American Soc. of Ag. Engineers Exec. Managers Forum, New Orleans, La.  
Dec. 14--Dir. Bertrand, groundbreaking ceremony, Tufts U., Boston, Ma.  
Dec. 19--Dir. Bertrand, review of research programs, Madison, Wisc.

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